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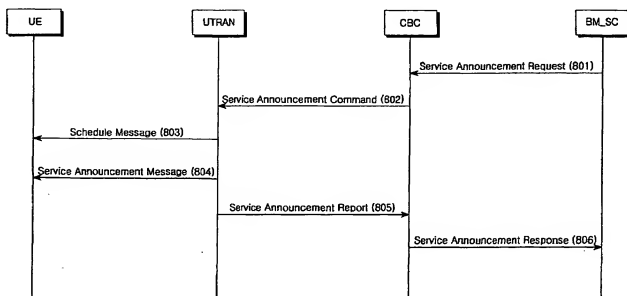
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(54) Title: MULTIMEDIA BROADCAST/MULTICAST SERVICE ANNOUNCEMENT AND NOTIFICATION



(57) Abstract: The present invention proposes a method of making use of Cell Broadcast to support MBMS transfer service announcement or service notification transfer. The method of transferring service announcement comprises the following steps: CBC commands UTRAN connected with it by a signaling message to send service announcement; UTRAN arranges the prescribed time of sending MBMS service announcement message, adds the brief description information to the schedule message and sends the schedule message; after receiving the schedule message, UE configures physical layer thereof to prepare for receiving MBMS service announcement message. UTRAN sends MBMS service announcement message at the prescribed time.

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